Anjali Kapil

Anjali is a senior user-experience consultant who has worked across different industries, helping clients visualize successful strategies using digital initiatives. Her expertise includes design thinking, user research, prototyping and establishing best practices in user-centered design. Some of her clients include JNJ, KPMG, Barclays, Santander, AMEX, The FA, AXA, Burberry, NHS, Walgreens.

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*Portfolio available upon request

EXPERIENCE

Johnson & Johnson, New York   Jan 2022 – Current
UX Design Lead

Responsible for managing UX strategy and design for 200+ websites. Developed a design system to bring efficiency and speed to site deployment. Advocate best in class user experiences practices. Collaborate with multi-disciplinary teams and clients to develop a roadmap, aligned with customer expectations and business goals. Plan, prototype and optimize web-based and native mobile applications. Conduct and synthesize UX research to produce personas, interaction strategies and interactive prototypes and usability tests to validate design decisions. Provide direction and mentorship to junior designers.

Independent UX Lead, New York   Jan 2017 – Dec 2021
Multiple Projects

KPMG: Worked on multiple confidential engagements. Conducted user research and designed prototypes to bring start-up ideas to life. Conducted user research and designed a better audit dashboard user experience for enterprise teams.

Cognizant Technology Solutions, London   Aug 2016 - Sep 2017
Senior UX Manager

Led and managed client's UX engagements from conception through to delivery, overseeing a team of 5 designers. Responsible for bringing ideas to life by designing a service blueprint and detailing pixel perfect UX artefacts such as personas, customer journeys, wireframes, prototypes and facilitating usability sessions. Developed customer value propositions for client's target customer segments. Planned and conducted qualitative and quantitative user research. Developed and delivered UX training to new employees.

SKILLS

Design thinking, user experience, user research, usability and accessibility testing, responsive wireframes, prototyping, customer journeys, personas, storyboarding, RFP response development, experience maps, IA, UX training development and delivery

TOOLS

InVision, Sketch, Figma, Adobe XD AxureRP, Omnigraffle, InDesign

QUALIFICATIONS

BEng Electronics and Computer Engineering
(University of Surrey)
Business Analysis Essentials
Systems Development
ISEB Certification (British Computing Society)
CUA Certified Usability Analyst
(Human Factors Intl)

PwC Digital, London   Jan 2015 - Aug 2016
Senior UX Manager

Appointed as customer experience lead to advise clients on their existing customer acquisition strategy. This role demanded understanding of the client's business strategy and producing plans for conducting current state assessment, customer research/test activities, prototyping and market analysis. Performed user research to understand user tasks, needs and motivations and produced prototypes to present propositions and test in an agile environment. Delivered UX training to a cohort of 150 graduates.

Accenture, London   Sept 2012 - Dec 2014
Senior UX Consultant

Provided creative and technical direction to a team of 7 designers and developers, working with cross-functional project teams within a user-centered design framework to ensure usable, accessible and consistent design experience. Advocated innovative approaches to design, using creative facilitation techniques and taking the lead at client meetings, internal company meetings and external design events such as UCD13 (London user centered design conference). Developed UX learning collateral exclusively for the client.

Capgemini, London   Apr 2010 – Sep 2012
UX Consultant

Gathered requirements via stakeholder interviews, focus groups and workshops with a view to produce business and functional specifications. Facilitated and engaged in design workshops with client stakeholders, while also working closely with the creative, functional, development and test teams to deliver an end-to-end consistent user experience across all customer touch points. Produced user-journeys, personas and wireframes that illustrate the information architecture and content strategy, keeping user needs at the center of everything.

Microsoft, London   JUL 2007 - AUG 2008
UX Consultant

Produced wireframes to address the communication needs of internal and external clients, using a mix of creative skills, technical knowledge, awareness of audience, usability, and information architecture.